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How the U. S. Can Improve Its Position Vis-a-vis the USSR

1. Khrushchev has repeatedly challenged the U. S. to "peaceful competition" to determine "which system insures more material and spiritual welfare for man".
2. The USSR can gain prestige from such a contest if Khrushchev is allowed to choose the place, the time, and the criteria on which to "compete", as well as to make the most effective propaganda.
3. The U. S. should immediately take up the challenge and examine which system best serves the material and spiritual welfare of man. The initiative could best be achieved and a hearing gained by the institution of a regularly-scheduled series of radio-television programs to treat precisely these issues. Every effort should be made to achieve world wide dissemination of the materials.
4. The programs could present various types of material but should all be organized around an individual of the highest possible prestige and authority.
5. The program while emphasizing U. S. and free world achievements should also repeatedly and specifically challenge the USSR to engage in more liberal policies.

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